



Government of Samoa
Ministry of Education, Sports and Culture

National Cultural Industries Policy

2018 - 2028



National Cultural Industries Policy

2018 – 2028

MINISTRY OF EDUCATION, SPORTS AND CULTURE

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LIST OF ACRONYMS

ACP	African, Caribbean and Pacific Group States
CDMD	Curriculum Design and Materials Division
CEDAW	Convention for the Elimination of Discrimination Against Women
CI	Cultural Industries
CITF	Cultural Industries Task Force
DFY	Division for Youth (MWCSO)
ICH	Intangible Cultural Heritage
ICT	Information Communication Technology
JICA	Japanese International Cooperation Agency
LA	Legislative Assembly
MADD	Motivational Arts, Dance and Drama
MAF	Ministry of Agriculture and Fisheries
MCIL	Ministry of Commerce Industry and Labour
MESC	Ministry of Education, Sports and Culture
MOH	Ministry of Health
MWCSO	Ministry of Women, Community and Social Development
NARA	National Archives and Records Authority
NCF	National Culture Framework
NCIP	National Cultural Industries Policy
NGOs	Non-Governmental Organisations
NUS	National University of Samoa
NZAID	New Zealand Agency for International Development
PAA	Pacific Arts Alliance
PIFS	Pacific Islands Forum Secretariat
PIMA	Pacific Islands Museums Association
PPRD	Policy, Planning and Research Division
PUMA	Planning and Urban Management Agency
SAC	Samoa Arts Council
SAME	Samoa Association of Manufacturers and Exporters
SNYC	Samoa National Youth Council
SOD	School Operations Division
SPC	Pacific Community
SQA	Samoa Qualifications Authority
STA	Samoa Tourism Authority
SVS	Samoa Voyaging Society
TCH	Tangible Cultural Heritage
TVET	Technical Vocational Education Training
UNDP	United Nations Development Programme
UNESCO	United Nations Educational, Scientific and Cultural Organisation
USP	University of the South Pacific
VFR	Visitors Friends and Relatives
WIBDI	Women in Business Development Inc

DEFINITION OF TERMS

Culture	UNESCO's Universal Declaration on Cultural Diversity defines culture as "the whole complex of distinctive spiritual, material, intellectual and emotional features that characterise a society or social group. It includes not only the arts and letters, but also modes of life, the fundamental rights of the human being, value systems, traditions and beliefs."
Cultural Activities, Goods, and Services	Cultural activities, goods, and services refers to those activities, goods and services, which at the time they are considered as a specific attribute, use or purpose, embody or convey cultural expressions, irrespective of the commercial value they may have. ¹ Cultural activities may be an end in themselves, or they may contribute to the production of cultural goods and services.
Cultural Diversity	Cultural diversity is made manifest not only through the varied ways in which the cultural heritage of humanity is expressed, augmented and transmitted through the variety of cultural expressions, but also through diverse modes of artistic creation, production, dissemination, distribution and enjoyment, whatever the means and technologies used.
Cultural Expressions	Cultural expressions are the tangible and intangible forms in which traditional culture is expressed. It is an expression of the creativity of individuals, groups and societies that have cultural content. These may include music and performances, designs and symbols, rituals and ceremonies, crafts and even architectural forms.
Cultural Industries	Cultural industries refer to the production and dissemination of cultural goods and services which use, embody or convey cultural expressions. Cultural industries offer income generation opportunities for cultural practitioners and entrepreneurs whether in the visual and performing arts, craft, fashion, publishing, music or digital media sectors.
Cultural Producer	A cultural producer is defined as anyone involved in the creation or production of cultural goods or services.
Heritage	UNESCO defines Cultural heritage as "the legacy of physical artefacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations."

¹UNESCO, *Basic Texts of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions*, 2013 Edition, page 7

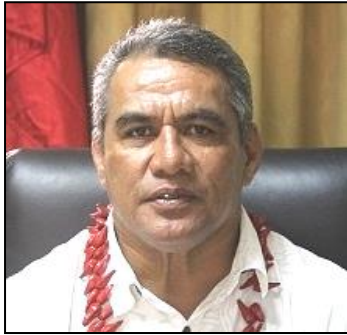
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FOREWORD



It is my great privilege to present the National Cultural Industries Policy 2018-2028.

In our Pacific region, the cultural industries are intricately linked to our traditional tangible and intangible cultural heritage with strong connections to our cultural and natural heritage. They form a part of our contemporary cultural expression and collective identity, and provide a growing source of income for developing countries like Samoa.

The Samoan Government is committed to the development of Samoa's Cultural Industries and recognises its value towards our national economy, social wellbeing, and the viability of our cultural knowledge for generations to come.

In 2015, Samoa became the first Pacific Small Island Developing State to become party to the 2005 UNESCO Convention for the Promotion and Protection of Culture Diversity and Expressions. The policies of the Convention elevate the potential for cultural industries to contribute to the economic and social development and the strengthening of social harmony, peace, and security amongst communities.

Therefore, as we honour the intrinsic values of our Culture that make us unique, it is imperative that we promote economic prosperity for all our people whose multiple talents contribute to sustainable development.

This policy will guide the implementation of the Ministry's goals and objectives in order to successfully achieve its planned objectives for culture development. Furthermore, it will assist in uncovering and safeguarding the richness of our Samoan cultural heritage that we risk losing due to globalisation and the many influences of our time.

The National Cultural Industries Policy 2018-2028 was developed through participatory and inclusive consultations with stakeholders. This policy serves as a framework to guide and lead cultural industries stakeholders in the implementation of its roadmap effectively.

I therefore call upon all stakeholders and investors to operate within this policy to ensure our comprehensive development of Samoa's Cultural Industries.

Hon. Loau Solamalemalo Keneti Sio
Minister of Education, Sports and Culture

1. INTRODUCTION

Samoans have long benefited from the use of traditional knowledge and traditional cultural expressions. Within the *UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions*, the term ‘cultural industries’ (CI) refers to “industries producing and distributing cultural goods or services,” which “are considered as a specific attribute, use or purpose embody or convey cultural expressions, irrespective of the commercial value they may have.”² Today, many elements of traditional knowledge and traditional cultural expressions such as craftsmanship, fashion, visual and performing arts and music, are being adapted and incorporated into modern Samoan commercial life. This is evident in the direct links between CI and formal economic sectors such as the tourism industry, textile industry, regional and international export markets, and retail outlets.

CI has taken a front seat in the cultural development priorities of the region in recent years as manifested in its inclusion as a priority area in the *Regional Culture Strategy: Investing in Pacific Cultures 2010 – 2020*. Within the strategy, CI is defined broadly to include “creativity and services that have some form of cultural content” but specifically identifies crafts, design, performing arts (dance, music and theatre) and tourism as essential components of the Pacific cultural industries sector.

The CI sector covers both large-scale global and national entities through to small and medium sized businesses, independent artists and entrepreneurs and the informal sector. It covers publicly funded arts and cultural institutions, state-owned enterprises, private commercial businesses, cultural NGOs, and artists/ entrepreneurs who may move between public, private and not-for-profit work.

A policy for the CI sector is primarily a way of strengthening the cultural sector by recognition of its dual nature hosting both economic and cultural values. Traditionally, Samoa has focused only on the cultural value of cultural goods and services. With the inclusion of cultural industries in the National Culture Framework (NCF), Samoa is now also recognising the sector’s function as an economy – it has wages and contracts, markets and supply chains, royalties and intellectual property, legal regulation and trade agreements and so on. Its recognition of economic value does not come at the expense of its cultural value but aims to strengthen this cultural value.

²UNESCO, *Basic Texts of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions*, 2013 Edition, page 7.

The way forward is for Samoa to establish a conducive national environment for the promotion of the cultural industries through a comprehensive national structure and framework, to foster sustainable economic opportunities for cultural producers and entrepreneurs.

This is the context in which Samoa's CI has developed both in the informal sector with generations of Samoans transmitting cultural skills for income generating opportunities, and the formal support of the Government to ensure the sustainability of the CI.

2. PURPOSE

The NCF Goal 2 focuses on strengthening the CI by providing a framework (*refer Appendix 2*) for development to promote and enhance the creative industries.

The National Cultural Industries Policy (NCIP) provides a comprehensive and coordinated path through monitoring programmes and services to promote and protect cultural producers' creative and artistic works and to respond to and address their needs. Furthermore, it will define their outcomes and collective contribution to national development and the community.

The NCIP also reflects Samoa's support through the development of its CI in response to Samoa's international obligations.

3. GUIDING PRINCIPLES

The NCIP is guided by the vision that *"Samoan culture is safeguarded and promoted through traditional and innovative means, to ensure its continuity in the future."* (*National Culture Framework 2018-2028*)

It is also underpinned by the following guiding principles as stipulated in the NCF.

3.1 Participation

Community participation is enhanced in the learning and safeguarding of cultural values and practices through the formal and the informal sector supporting artist and community development programs.

3.2 Rule of Law

The NCIP is guided by the 2030 Agenda for Sustainable Development, the Regional Culture Strategy and the UNESCO Conventions³ and other related legislations and policies⁴. These must be enforced impartially to ensure the safeguarding of human rights of all.

3.3 Quality

Quality is achieved in a system that strives to raise the qualification of and offer additional training to cultural workers and producers to ensure their competence in relation to the constantly evolving needs and demands of its community.

3.4 Relevance

All development is underpinned by a strong cultural fabric that requires collaborative efforts of all Samoans to be promoted, safeguarded and shared.

3.5 Transparency

Achieving the goals of this Policy is open and transparent, involving individuals, groups, communities and partner organisations at the national, regional and international levels.

3.6 Equity and Inclusiveness

Equal access for all is ensured by including people with disabilities, cultural minorities and the vulnerable to participate in cultural initiatives and support their art, creative expressions and programmes as important enablers of development and socio-economic empowerment.

3.7 Effectiveness and efficiency

Investing in the culture sector is crucial to the promotion of sustainable cultural and creative industries and their potential contribution to human, social and economic development.

3.8 Accountability

The development and enhancement of culture is accountable to the people of Samoa to ensure our traditions and cultural practices, our arts and heritage are managed and safeguarded to guarantee its survival and relevance in the future.

³UNESCO 2003 Convention for the Safeguarding of the Intangible Cultural Heritage and the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

⁴ Refer to Section 4: Related Documents.

3.9 Gender sensitivity

The equal participation, access and contribution to cultural life of women and men are intrinsic human and cultural rights, and an important dimension for guaranteeing freedom of expression for all. The government, civil society and communities should ensure that women's and men's roles in cultural life are equally encouraged, valued and visible.

3.10 Sustainability

The inclusion of protection, promotion and preservation of heritage and art is prioritised as essential to sustainable development. Encourage responsible and sustainable use of cultural resources, and support for artistic creativity, social and technological innovation as essential to the long-term viability of development and combating climate change. Ensure to build that connection between environmental sustainability and cultural development.

3.11 Partnerships and Collaboration

Collaboration and coordination is encouraged with international development partners, across government sectors, the private sector (including cultural producers, business, manufacturing, tourism and technology) and our communities.

4. POLICY STATEMENTS

The NCIP is developed through 6 policy statements which incorporate planned strategic directions to implement it. These include the following:

4.1 Enhance coordination and improve understanding among cultural industries stakeholders.

Strategy: Establish a Cultural Industries Task Force (CITF) to coordinate, strengthen and promote understanding among stakeholders and to improve the statistical measurement of CI in surveys for monitoring, evaluation and reporting.

4.2 Increase MESC's capacity in the cultural industries

Strategy: Develop human and financial resource plans to strengthen MESC's capacity in supporting the CI development.

4.3 Establish a regulatory framework for cultural industries producers.

Strategy: Develop a regulatory framework for CI to address regulatory barriers and to enhance an enabling environment for cultural producers.

4.4 Increase promotion in cultural industries for local, tourist and export markets.

Strategy: Coordinate and support partnerships to increase investments for CI locally and internationally.

4.5 Support the development of venues and resource centres for cultural producers.

Strategy: Provide investment options for public and private venues and resources centres for CI businesses in Samoa to address the needs of cultural producers.

4.6 Support digital infrastructure, connectivity and security.

Strategy: Promote access and strengthen security of cultural producers within the digital sphere.

4.7 Related Documents

RELATED DOCUMENTS	LEGISLATIVE & AUTHORITY	YEAR
2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. (Samoa is party to this Convention).	UNESCO	2005
Bilingual Education Policy 2011	Ministry of Education, Sports and Culture	2011
Communications Sector Plan 2017-2022	Ministry of Communication and Information Technology	2017
Community Development Plan 2016-2021.	Ministry of Women, Community and Social Development	2016
Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property 1970 (Not yet ratified).	UNESCO	1970
Convention on the Protection of the Underwater Cultural Heritage 2001 (not yet ratified).	UNESCO	2001
Convention on the Protection of the World Cultural and Natural Heritage: Monuments and Sites 1972 (ratified in 2001).	UNESCO	1972
Convention on the Rights of the Child, 1989 (ratified in 1994).	United Nations & Ministry of Women, Community and Social Development	1994
Copyright Act 1998	Ministry of Commerce, Industry and Labour	1998
Early Childhood Education Policy 2017	Ministry of Education, Sports and Culture	2017

ECE National Curriculum Guidelines 2016	Ministry of Education, Sports and Culture	2016
Education Act 2009	Ministry of Education, Sports and Culture	2009
Forestry Management Act 2011	Ministry of Natural Resources and Environment	2011
Government Teachers Appraisal Policy 2018-2023	Ministry of Education, Sports and Culture	2018
Heritage Conservation Policy 2002	Ministry of Natural Resources and Environment	2002
Lands and Titles Act 1981	Ministry of Justice and Courts Administration	1981
Minimum Service Standards for Primary and Secondary Schools 2016	Ministry of Education, Sports and Culture	2016
Model Law for the Protection of Traditional Knowledge and Expressions of Culture 2002	SPC, UNESCO, Council of Pacific Arts	2002
National Assessment Policy Framework 2010	Ministry of Education, Sports and Culture	2010
National Curriculum Policy Framework 2006	Ministry of Education, Sports & Culture	2006
National Conservation of Biological Diversity Policy 2005	Ministry of Natural Resources and Environment	2005
National Professional Development Policy 2018-2023	Ministry of Education, Sports and Culture	2018
National Sports Framework 2018-2028	Ministry of Education, Sports and Culture	2018
National Teacher Development Framework (NTDF) 2018-2028	Ministry of Education, Sports & Culture	2018
National Youth Policy 2001 - 2010	Ministry of Youth, Sports and Cultural Affairs	2001
Public Records Act 2011	Ministry of Education, Sports & Culture	2011
Public Service Act 2004	Public Service Commission	2004
PUMA Act 2004	Ministry of Natural Resources and Environment	2004
Robert Louis Stevenson Act 1991	Ministry of Education, Sports and Culture	1991
Samoa Antiquities Ordinance 1954	Ministry of the Prime Minister and Cabinet	1954
Samoa Education Sector Plan 2013-2018	Ministry of Education, Sports and Culture	2013
School Governance Framework 2018-2028	Ministry of Education, Sports and Culture	2018
School Governance Policy 2018-2023	Ministry of Education, Sports and Culture	2018
School Management Policy 2018-2023	Ministry of Education, Sports and Culture	2018
Teachers Act 2016	Ministry of Education, Sports and Culture	2016
The Convention for the Safeguarding of the Intangible Cultural Heritage 2003 (Samoa is party to this Convention).	UNESCO & Ministry of Education, Sports and Culture	2003
The Government of Samoa Strategy for the	Ministry of Finance	2016

Development of Samoa 2016-2020		
The Samoa National Youth Policy 2011-2020	Ministry of Women, Community and Social Development	2011
TVET Framework Policies and Strategies for Secondary Schools in Samoa 2018	Ministry of Education, Sports & Culture	2018
UNESCO Convention for the Safeguarding of the Intangible Heritage 2003	UNESCO	2003
UNESCO Convention on the means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property 1970	UNESCO	1970
UNESCO Guideline for Educators: Learning with ICH 2015	UNESCO	2015
Universal Copyright Convention 1952.	UNESCO	1952
Village Fono Act 1990	Ministry of Women, Community and Social Development	1990
Youth, Sports and Cultural Affairs Act 1993	Ministry of Education, Sports and Culture & Ministry of Women, Community and Social Development	1993

5. APPLICATION AND SCOPE

The NCIP recognizes that culture is a part of everyday life, is precious to communities and an asset for social and economic well-being. This policy also provides direct economic benefits to custodians and artisans of traditional knowledge and heritage places. Like other elements of Samoan culture, it is therefore an important resource and asset for sustainable development.

Samoa's cultural traditions promote social interaction and cohesion among and within its many communities. This is vital for social security and for social stability - and thereby, for public safety and well-being. Culture has also traditionally contributed directly to good health, poverty reduction, economic prosperity and sustainable development.

A NCIP development is an ideal instrument to realise the prospects for the creative industries as dynamic sources of innovation, growth and change as well as the role of the arts and culture in employment creation and income generation. It also sets out the possibilities for public/private partnerships to preserve cultural heritage, the legal and economic questions concerning the regulation of intellectual property in cultural goods and services and the appropriate means by which governments can support the creative and performing arts.

6. ROLES AND RESPONSIBILITIES

This section describes key roles and responsibilities that contribute to the development of the CI sector.

6.1 Ministry of Education Sports and Culture

MESC responsibilities will include but not limited to the following:

1. develop and launch a CITF within the Heritage Coordinating Committee by expanding the Committee's terms of reference to include cultural industries and ensuring that the civil society and private sector are represented
2. strengthen CITF's understanding of and ability to implement the 2005 Convention for the Promotion and Protection of Cultural Diversity through workshops and coordination with UNESCO
3. provide sufficient human and financial resources for the CITF so that it can fulfill its mandate and implement specific projects
4. develop a financial resource plan to support expansion of Culture Division and to support cultural industries development activities as outlined in this roadmap
5. create a human resource improvement plan for MESC including training existing staff and/or hiring new staff or consultants to drive sector development as supported by Samoa Cultural Industries Human Resource Scoping study done by SPC and PIFS
6. develop a public sector proposal to International Fund for Cultural Diversity and support NGO proposals to build capacity within the sector
7. host additional cultural industries entrepreneurship trainings with the Small Business Enterprise Centre. Ensure knowledge of the course is widespread through awareness raising activities
8. support youth entrepreneurship within the cultural industries in partnerships with relevant stakeholders
9. build awareness of entrepreneurship opportunities in the cultural industries, especially for youth, through an awareness raising campaign
10. advocate for scholarships on technical areas for cultural industries to government scholarship board ensuring there are avenues for trained students to return to Samoa and obtain gainful employments (e.g. placement programmes or start up grants)
11. partner with MCIL to implement further cultural industries specific intellectual property training and awareness raising campaigns or to create modules on intellectual property to insert into other business training programmes
12. identify potential for higher and further education programmes in creative arts and cultural policy
13. identify potential partners for a digital literacy programme for the cultural industries

14. conduct research on regulatory issues in the creation, production, promotion and distribution of cultural goods and services in local, tourist and export markets
15. develop a regulatory framework for cultural industries with other relevant ministries and agencies to enhance the enabling environment for cultural producers
16. coordinate with cultural producers and cultural industries stakeholders on the development and construction of the national culture centre
17. develop a management plan for the national culture center including human resource and financial needs. Conduct widespread consultations with producers and stakeholders on the management structure
18. implement formal monitoring and evaluation process for the 2005 Convention reporting.
19. build on-going relationship with MCIL to further integrate cultural industries into their support systems for intellectual property
20. explore partnerships with regional cultural organisations for short term expertise, exchanges and networking opportunities
21. support the formalisation of cultural industries export distribution channels through sponsoring participation in wholesale trade shows and other promotion activities.
22. conduct awareness raising campaigns address the need for high quality across the cultural industries sector
23. research and disseminate financing and investment options and requirements for cultural industries businesses in Samoa to develop their own venues

6.2 Cultural Industries Task Force

CITF responsibilities will include but not limited to the following:

1. formalise relationships with ministries and civil society organisations working in the cultural industries sector through partnership letters or agreements
2. develop a terms of references to define cultural industries in the Samoan context in relation to existing definitions and policies under the supervision of the CITF
3. coordinate with the Samoa Bureau of Statistics to improve the statistical measurement of cultural industries including inclusion of cultural industries specific indicators in relevant surveys
4. identify sources of support for the reporting, evaluation and monitoring of policies within the 2005 Convention
5. conduct situational analysis of the Samoan cultural industries including a survey of those working in the sector in order to develop an evaluation framework around cultural, social and economic value

6. disseminate findings (meetings and on-line) amongst the CI sector and relevant stakeholders with a view to building understanding and consensus around the emerging strategy
7. identify sub-sectoral organisations who might act as intermediaries in strategic development
8. conduct first stage research to identify potential for music and screen industries in Samoa
9. explore with Samoa Tourism Authority (STA) the possibilities for a common approach to the cultural and tourism industry potentials
10. coordinate with other ministries and agencies to include cultural industries in educational, training or apprenticeship programme development
11. coordinate with other ministries and agencies to ensure cultural producers are included in digital literacy training
12. advocate for the expansion of appropriate digital literacy training programmes and opportunities
13. identify potential creative arts and cultural policy programs in Samoan higher education sector
14. coordinate with ministries, agencies and civil society to increase investment in promotion of cultural industries in local, tourist and export markets
15. support and coordinate with organisations and agencies currently working on quality and standards such as WIBDI, SAME, MWCSD
16. support the enhancement of retail outlets and market through coordination with other ministries and civil society bodies. Ensure the needs of cultural producers are being considered in new infrastructure development
17. coordinate with ministries, agencies and companies responsible for digital connectivity and infrastructure to ensure the needs of cultural producers are being met and cultural industries are promoted and protected within the digital sphere

6.3 Samoa Arts Council.

SAC responsibilities will include but not limited to the following:

1. maintain and increase the database of cultural industries stakeholders
2. support awareness raising activities for the public to encourage registration in the database

7. MONITORING, EVALUATION AND REPORTING

The MESC through its Culture Division is responsible for ensuring CI development is monitored and evaluated to ensure effective and efficient implementation of the NCIP.

This will be reflected in the Monitoring and Evaluation Framework (*Appendix 4*) as part of the MESC Strategic and Annual Plans.

8. REFERENCES

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EFFECTIVE DATE: October 2018

RECOMMENDED REVIEW DATE: 2028

APPPROVED BY THE HON. MINISTER OF EDUCATION, SPORTS AND CULTURE

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Signature

Loau Solamalemālō Keneti Sio

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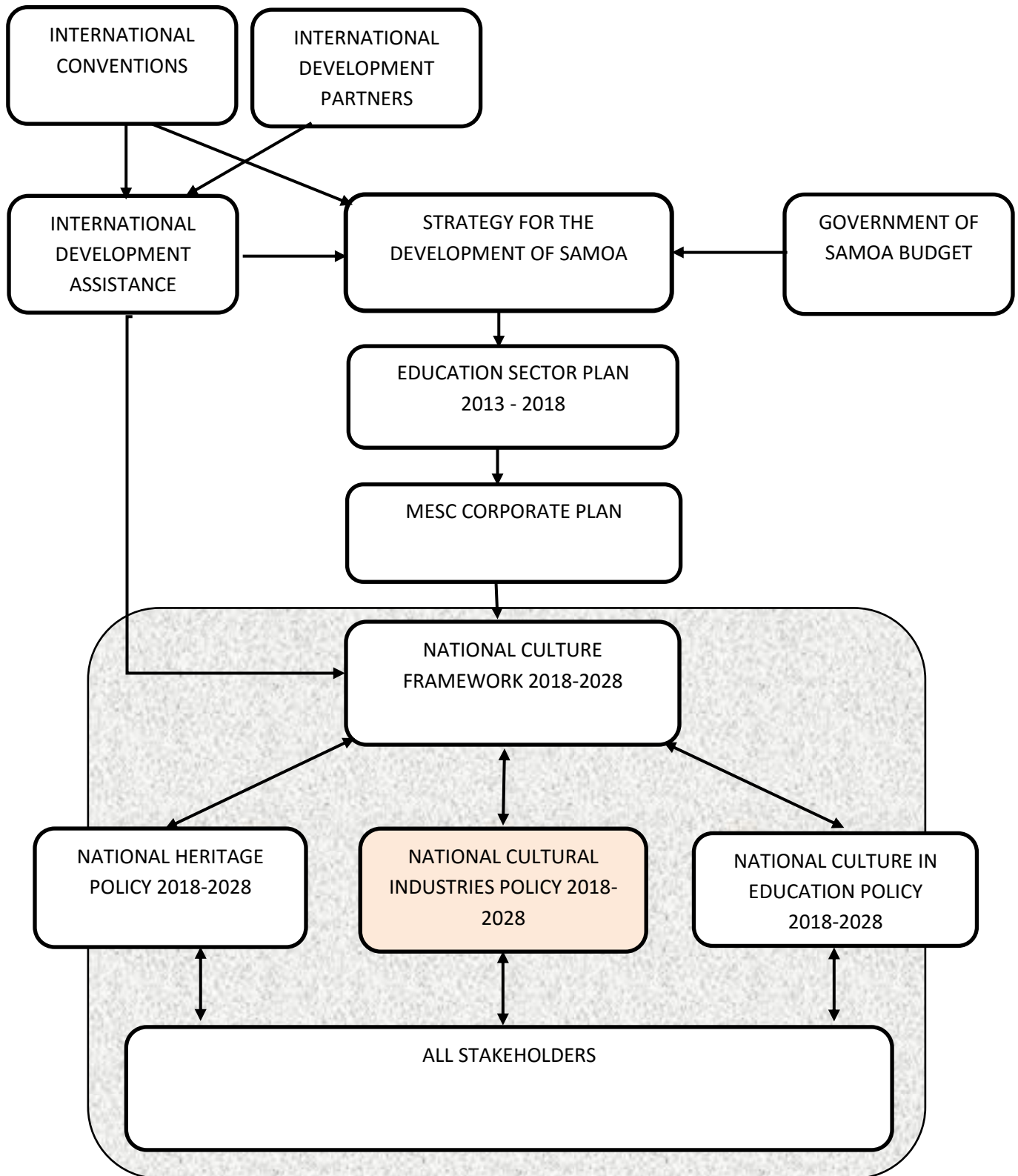
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9. APPENDICES

Appendix 1: Risk Management Plan

Risk/Activity	Risk Level	Implications	Mitigation Plan
Full understanding of NCIP	Moderate to High	Inconsistency of understanding of the NCIP.	Strengthen stakeholder awareness of NCIP
Full understanding of Policies & Strategies	Moderate to High	Inconsistency of implementing the policy.	Conduct awareness workshops in collaboration with stakeholders to enhance understanding of policy contents.
Monitoring	Moderate to High	Policy areas cannot be implemented in planned timeframe.	Regular review of Strategies.
NCIP goals not achieved	High	Ineffective implementation of the policy.	Stakeholder consultation to address implementation issues. Review of NCIP.

Appendix 2: National Culture Framework Structure



Appendix 3: Implementation Plan

Phase	Action	Timeframe	Responsible Ministry/Organisation
Strategic Phase	Policy Formulation	Aug-Oct 2018	Culture & PPRD
Endorsement Phase to finalise NCIP	On-going follow up	Oct-Dec 2018	MESC CORE, NPCC & Cabinet
Awareness Phase	Conduct workshops with key stakeholders	Jan-Feb 2019	MESC Culture & PPRD
Implementation Phase	Implement Strategies	2018-2028	MESC & Stakeholders
Review Phase	Evaluate/Conduct review on the effectiveness of policy implementation.	2020, 2022, 2024, 2026 & 2028 (2 year reviews)	MESC & Stakeholders

Appendix 4: Monitoring & Evaluation Framework

POLICY MONITORING & EVALUATION FRAMEWORK															
National Cultural Industries Policy 2018 - 2028															
SDG TARGET	SDG INDICATOR	SDS KEY OUTCOME	GOALS	Strategy	Outcome	Indicator	Baseline Data	Year 1 Target	Year 2 Target	Year 3 Target	Year 4 Target	Year 5 Target	Means of Verification	Policy Documentation	Responsible division
SDG 8.9 Local contents production	By 2030, devise and implement policies to promote sustainable tourism which creates jobs, promote local culture and products.	KO 7: Quality Education and Training Improved: <i>All People in Samoa are Educated and Productively Engaged.</i>	5.2 Develop cultural industries	Coordination	Cultural Industries developed	Develop and launch a Cultural Industries Task Force	NA (<i>Use year 1 as a baseline</i>)	25%	30%	40%	50%	70%	Heritage Coordinating approval	Cultural Industries Policy	CULTURE
				Capacity Building		Provide sufficient human and financial resources to the CI Task Force to fulfill its mandate and implement projects.	NA (<i>Use year 1 as a baseline</i>)	25%	30%	40%	50%	70%	Reports of capacity building workshops	Cultural Industries Policy	
				Legislation		Develop a regulatory framework for CI	NA (<i>Use year 1 as a baseline</i>)	25%	30%	40%	50%	70%	Cabinet endorsement	Cultural Industries Policy	
				Promotion		Construct the Samoa Arts and Culture Centre	NA (<i>Use year 1 as a baseline</i>)	25%	30%	40%	50%	70%	Opening of the Samoa Arts & Culture Centre	Cultural Industries Policy	

				Knowledge-based innovation		Access to digital infrastructure and connectivity	NA (Use year 1 as a baseline)	25%	30%	40%	50%	70%	Launching of e-commerce websites	Cultural Industries Policy	
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